

## REMARKS

Claims 1-18 are pending and stand rejected in the application. Claims 13, 17 and 18 are canceled without prejudice. Remaining claims 1-12 and 14-16 stand rejected under 35 USC § 103 as obvious over Patent Application Publication No. US 2002/0004753 A1 to Perkowski for "System And Method For Finding And Serving Consumer Product Related Information To Consumers Using Internet-Based Information Servers And Clients."

Regarding the rejections under Section 103, over the single Perkowski reference cited in the Examiner's rejections, it is respectfully submitted that the single reference does not suggest the advantageous provision of a bar code only after the issuance of orders, nor is there any such motivation described in the prior art. Perkowski does not disclose that the bar code is defined after the order is issued. In Perkowski's system, the Universal Product Number (e.g. UPC or EAN number) is pre-assigned to the product, as described in the Abstract, and Paragraph [0030]. Specifically, all such bar codes for the prior art approaches are pre-assigned, e.g., such that one or more information resources on the Internet (e.g. the home page of the manufacturer's Web site) related to such products and thus can be referenced, which requires pre-assignment. "The system includes Internet information servers which store information pertaining to Universal Product Number (e.g. UPC number) pre-assigned to each consumer product registered with the system, along with a list of Uniform Resource Locators (URLs) that point to the location of one or more information resources on the Internet, e.g. World Wide Web sites, which related to such registered consumer products." See Abstract. On the other hand, the system of the Applicant's invention defines the bar code after the order is issued, and thereby reduces the number of the defined bar codes. Applicant's defining unit defines a bar code of the product in response to the order. Additionally, the Examiner rejects claim 4 on the basis of Fig. 5 of the Perkowski's reference;

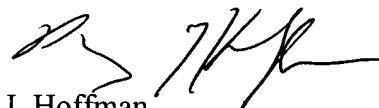
however, Fig. 5 only discloses assignments of URL's based on the trademark, and therefore the system of the present invention, which treats bar codes, is completely different from the Perkowsky's system.

If the examiner would like to discuss Applicant's invention prior to issuing an action, the Examiner should feel free to contact the undersigned attorney.

In view of the foregoing, Applicant has placed the case in condition for reconsideration and respectfully requests allowance of pending claims 1-12 and 14-16.

Respectfully submitted,

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Perry J. Hoffman  
Registration No. 37,150  
MICHAEL BEST & FRIEDRICH LLC  
401 North Michigan Avenue, Suite 1900  
Chicago, IL 60611  
(312) 222-6636  
(312) 222-0818 (fax)

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